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(1966-2013)

April 8, 2015

**VIA HAND DELIVERY**

James Snyder  
Director of Planning and Zoning City of Falls Church  
City Hall  
300 Park Avenue  
Falls Church, VA 22046

Re: April 8, 2015, Resubmission Development Site Mason Row ("Broad and West") ; Letter of Transmittal and Justification of Application for (1) for Rezoning certain areas of the site to B-1 (2) Special Exceptions to allow Mixed Use, Building Height Bonus, and On Street Loading Space.

Dear Jim:

Baskin, Jackson & Lasso represents Spectrum Development Company LLC ("Spectrum") which has contracts to purchase the parcels comprising 4.3152 acres (more specifically identified in the accompanying partial list) including at 919 Park Avenue, 921 Park Avenue, 925 Park Avenue, 212 N. West Street, 110 N. West Street, 934 W. Broad Street, 932 W. Broad Street 922 W. Broad Street, 920 W. Broad Street and 916 W. Broad Street (collectively the "Site").

Substantial changes to the design have been made and are discussed further below. Please note that the Traffic Study is still being revised so as to take these changes into account and so, a revised Traffic Study does not accompany this resubmission of April 8. Further, the Voluntary Concessions of January are being reworked so as to "fit" the City's new framework and are being reviewed in the context of new City requests and the ability of the project to pay for all the concessions now in play. Thus, a revised "VC" document does not accompany this resubmission.

Please note that the Special Exception Application now includes a request for an on street loading space. This is needed because the "market square" design, vehicular circulation, and the location of uses does not allow the loading space to be in place in any other location.

After the initial application (January, 2014) was accepted, the City's representatives asked for a number of modifications to the proposal. Modifications were made and a resubmission was made July 7, 2014. Among other things, the pharmacy was dropped as was its drive through; additional modifications were made to the resubmission and this concept was called "Mason Row". Mason Row was characterized by a "market square" within the development that provided a community gathering

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place; the square was surrounded by quality retail with a "spine road" through the development that allowed for a four way intersection at West and Park connecting to West Broad Street. A condominium component was added and it was located on Park Avenue. There was also an access on Park Ave. that led to the underground parking garage.

The Mason Row concept was presented to the community, the City staff, boards and commissions and to the City Council. The Mason Row Concept was well received. However, additional requests were made to further modify the massing and design, to enlarge the market square, to include a movie/dinner theater (or another comparable anchor), to drop the condominium component as a separate building, to reduce the massing and height of the hotel on West Street, to make the sidewalk on West 20' wide, and to remove the vehicular access on Park Ave. In terms of process, the applicant was asked to continue its outreach to the community and to work with neighbors on Park, Grove, Steeples Court and St. James Church.

The January 30, 2015, resubmission included responses to all of these requests. The movie/dinner theater has been added, the 916 W. Broad St. parcel has been added to the site plan of the project, the market square has been substantially enlarged, the six parking spaces off West have been relocated to the interior of the development, the spine road has been widened and straightened out, the hotel on West Street is now "set back" 3' above the retail level so as to diminish its massing and appearance of height, the West Street sidewalk is now a full 20' wide, the condo component has been dropped, an above grade parking structure has replaced the condo building on Park Ave., the parking structure that was added has no vehicular access on Park, while the number of apartment units has increased to reflect the loss of the condo component the overall floor area devoted to residential is nearly the same, and finally, an office component has been added.

The April 8, 2015, resubmission makes additional changes. There is now an "opening" of the market square facing Grove Ave.; the parking garage now has ground level retail designed to attract local businesses, the garage has been lowered and set back and other changes have been made to the massing, parking, and design. Please refer to the text of the Justification letter for the change in the Comprehensive Plan, as well as the Exhibit attached to that letter, for a more detailed discussion of the April 8 changes to the garage on Park Avenue.

The rezoning request remains the same. This is possible as 916 W. Broad is already zoned B-1 and it will remain so. The special exception for mixed use and for increased height to 85 feet is amended to include the 916 W. Broad St. parcel. Please accept this Transmittal of and Justification for Applications to rezone the residential (R-1B) properties on Park Avenue and the Commercial properties in the site now zoned B-3, to B-1. Also please accept this revised Justification for the special exception and height bonus.

As discussed below, the B-1 Zone allows the requested uses. Moreover by rezoning to B-1, automotive uses cannot be located on the site in the future. The City has requested this assurance be provided and so Spectrum requests those portions of the site now zoned B-3 be “downzoned” to B-1.

Spectrum proposes to redevelop the site for a mixed use project.

- A six story mixed use (apartment) building with retail and service uses in the ground floor and with 340 units.
- A hotel of five floors with retail and service uses in the ground level of the hotel (150 rooms) in floors 2 through 6.
- An above grade parking structure with ground level retail in place of the former 65 unit residential condominium facing Park Avenue with no vehicular access on Park.
- The ground floor of the apartment building and hotel would have retail uses; such uses will include restaurants, retail shops and service businesses with a mix of local, regional and national brands. A commitment to 25% food and beverage uses is provided in a Proffer.
- A movie/dinner theater is provided.
- An office component of about 6,500 sq. ft. is provided.
- Such improvements to the existing parkland along the W& OD trail that will provide a connection to the transit and recreational opportunities of the Trail; subject to the approval of the Northern Virginia Regional Park Authority.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive Plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site, Spectrum has achieved a number of the Goals in the City’s Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for improvements to storm water management, to energy efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping areas, enhances the integrity of the low density residential area by establishing for the long term a “terminus” to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue (See pages 75Rv through 76Rv of the Comprehensive Plan).

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, office, hospitality, residential and service uses.

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Spectrum expects that given the increasing mass of retail, and newer, smaller multi-family units, the surrounding area will become more attractive to office users and other retailers as well.

Additionally, Spectrum requests the approval of special exceptions to allow for a mixed use development to include multi-family rental units and for a bonus of 30 feet in height.

The Staff will provide the fiscal impact analysis; we expect the net impact to be about \$2m.

These requests for specific parcels are summarized in the attached document entitled: The Spectrum Development / Parcel Ownership. Concurrently, Spectrum is requesting a change in the Comprehensive Plan Future Land Use Map for certain areas of the site to be shown as mixed use rather than business and for the area of the site now noted as low residential to be noted mixed use as well. While the resubmission replaces the current single family dwelling with the parking structure (a portion of the apartment building at the very western end of Park Ave, the use would make a very good transition from the remaining single family detached (low residential) area to the more active portions of the mixed use Mason Row.

Spectrum and its development team have had extensive discussions with The City Council and Planning Commissions in public work-sessions and with stakeholders in the community, elected and appointed official and staff members. The central concerns have been the following:

1. There should be a substantial commercial component for this large site, and a considerable positive fiscal impact for the City of Falls Church is a primary goal.
2. Density should be increased and a quality hotel should be brought to the project to assist in achieving the desired positive fiscal impact.
3. Traffic is a great concern given, among other things, the unusual configuration of West and Park Ave and the need to control access on West Broad Street and West Street.
4. The buildings should have superior architecture and layout with tapering toward Park Ave and the greatest height and massing along West Broad with a superior focal point at West and West Broad.
5. Some local retailers should be encouraged to stay in the project.
6. Parks and open space needs should be addressed in part by linking the site to the W&OD Trail.
7. The apartment should be LEED Certified Silver.
8. Storm water management for the site and the immediate area should be improved.
9. Streetscape should be tailored to the site and also consistent with (but not necessarily the same) the City's existing streetscape standards.
10. There should be two commercial anchor tenants.

11. The frontage along Park Avenue should take the opportunity to make an appropriate transition to the development and solidify for the long term the low residential density of that terminus of Park Avenue.
12. Aerial utilities on the site will be placed underground.
13. This redevelopment opportunity involves a large consolidation of eleven separate parcels in the West Broad Street Area, and if redevelopment fails to go forward for any cause, then the existing auto and light industrial uses on some of the parcels will remain for a long indefinite period of time before another redevelopment opportunity may arise.

## **THE PROPOSED DEVELOPMENT AND ITS COMMUNITY BENEFITS**

Spectrum proposes to redevelop the site as a mixed use project.

- This mixed use project will contribute more than \$2m annual in net new tax revenues to the City.
- Undergrounding of aerial utilities along West Street and the W & OD trail will be made.
- The hotel of 150 rooms will bring visitor to the City who will spend substantially in the City.
- There will be substantial retail with a mix of local, regional and national brands, 6,500 sq. ft. of offices and a movie/dinner concept.
- A gathering place for the residents that is sufficiently large enough to accommodate a "band shell", skating ring, or farmers' market.
- Such improvements to the existing parkland along the W& OD trail that will provide a connection to the transit and recreational opportunities of The Trail; subject to the approval of the Northern Virginia Regional Park Authority.
- The expected contributions to the Schools Capital program are substantial.
- A cash payment for Affordable Housing is planned in lieu of onsite units.
- The traffic in and around the area will be better managed with traffic calming added and improvements added to the larger street grid around the project.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive Plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site, Spectrum has achieved a number of the Goals in the City's Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for improvements to storm water management, to energy

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efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping areas, enhances the integrity of the low density residential area by establishing for the long term a "terminus" to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue (See pages 75Rv through 76Rv of the Comprehensive Plan). The number of access points on Broad, West and Park are being reduced from thirteen to four.

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, hospitality, residential and service uses.

Spectrum expects that given the increasing mass of retail, and newer, smaller multi-family units, the surrounding area will become more attractive to additional pedestrian oriented shopping and office users as well. The once in a generation parcel consolidation achieved by Spectrum provides the City with the opportunity to address all of the issues outlined above. Without the approvals requested, the properties will continue with their current uses for the indefinite future.

## **TRAFFIC IMPACT**

Wells & Associates has reviewed the revisions to the uses. A letter from Wells is provided in the package of materials.

## **SPECIAL EXCEPTION CRITERIA FOR MIXED-USE AND HEIGHT BONUS**

### **1. Primary Criteria (Section 48-90(1)):**

#### **a. The resulting development conforms to the City's adopted Comprehensive Plan and Design Guidelines (Section 48-90(1) (a)).**

The Comprehensive Plan shows that the property is located in Planning Opportunity Area 3, and the proposed development meets or exceeds the strategies called for in that area:

1. Consolidation of lots to accommodate higher density.
2. Promotion of redevelopment that eliminates stand-alone automobile and light industrial facilities.
3. Improve pedestrian accessibility with controlled cross walks at various locations.

4. Create a consistent design, in terms of building height and design, streetscape improvements, and other aspects of the built environment in the City.
5. Preserve recreational resources in the area.
6. Create development to promote a positive image of the City in an area that has not seen any significant new development in decades.
7. Locate buildings as close to West Broad and West Streets as possible with parking located in the rear or in shared buildings or in structured facilities (in this case covered, surface and underground).
8. Achieve consistent architectural goals.
9. Traffic turn lanes will be added to Broad and West Streets.

Additionally, the Comprehensive Plan's Future Land Use Map designates the property as "business". The text of the comprehensive plan currently points out that while this means the area should be "primarily" recognized as retail or office districts rather than residential, "special exceptions for residential use and height bonuses have also been granted to create mixed use projects in 'business' areas since 2002".

The Comprehensive Plan should be changed to reflect current practice, the City's goals and the changing environment. To do this, an application to change the Comprehensive Plan's designation from Business to "Mixed Use" has been submitted to the City. The Design Guidelines show that the property is located in the West Broad Street Area. As called for in the Guidelines, the proposed development will reflect an urban street front, will provide a consistent identity for the area, increase pedestrian activity, and indicate the high standards of the City. In addition, the proposed development will widen paving at crosswalks, improve the area around the W&OD trail, all of which will work to increase pedestrian and bicycle activity in the area. The site's proximity offers a unique opportunity to finally provide superior connection to the W&OD Trail. The best use to optimize that linkage is mixed use and not office or light industrial uses.

**b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses (Section 48-90(1) (b)).**

Currently, the properties in the site contribute only minimally in tax revenue. All existing properties are served by significant surface parking. The proposed development will remove these largely automobile-oriented and light industrial uses, providing significant net new commercial square footage and allowing for a mix of commercial and residential uses. The

proposed development as noted provides substantial new commercial space (more specifically described in the Table in the Concept plan), and uses language desired by the City.

- c. The resulting development produces substantial positive net new commercial and residential revenue to the City (Section 48-90(1) (c)).**

In conjunction with this application, information has been submitted to the City to be inputted into the City's cost/revenue impact model to predict the project's net new revenue, and a report has been received, which is attached separately. As recognized by the Comprehensive Plan, the parcels that make up the property are underutilized currently in terms of their density and use. The proposed development will significantly increase the assessed value of and resultant property tax revenue generated by the property. In addition, by creating a vibrant, attractive western gateway into the City, the development will encourage additional consumers to enter the area and patronize commercial uses throughout the City.

**2. Secondary Criteria (Section 48-90(2)):**

- a. The development is not disproportionate to surrounding land uses and planned land uses in size, bulk or scale (Section 48-90(2) (a)).**

The proposed development is a concrete podium of commercial uses with five floors of office, multi-family and hotel above, with a total height of about 85 feet. The development has the unique aspect of substantial at grade parking for the retail uses hidden behind the retail/service (including a movie theater) under the residences. The exterior is masonry, and the building is fully consistent with high standards established by the City for prior mixed use projects. The area of the footprint of this project is "low" and the height of the new building will blend well with its environment and set the stage for future development. Given the high-quality design and construction of the building and its prominent place in the City, a building of this scale is appropriate. The proposed development works in conjunction with existing buildings to further create a dramatic, defined statement of quality for this area of the City. The development is consistent with the discussion in the Comprehensive Plan for this Redevelopment Opportunity Area which calls for significant mixed (multifamily) uses-the area called for this Plan however is committed long term to other uses that conflict with the Plan.

The prior design along Park Avenue has been modified to include retail to be marketed to local and existing businesses. There will be a level of parking above the retail such that the height will be about 35'. There will be additional decks of parking above this, but these additional decks will be set back 9'. The total height has been reduced from prior designs and will be about 55'.

- b. The resulting development does not overburden the existing community facilities, including the school, transportation and water and sewer systems (Section 48-90(2) (b)).**



Transportation

A traffic study has been conducted by Wells and Associates that evaluates the anticipated traffic impacts of the application and provides specific recommendations to mitigate those impacts. That Study has been provided to the Staff. Some revisions to counts will be made to reflect the changes in the retail plan for the site. The application envisions a vibrant mixed-use development that will be sensitive to the transportation concerns of the City. By providing a variety of complementary uses on the same site, the proposed development will encourage self-contained, pedestrian trips. Additionally, due to its location proximate to several bus routes including a future intermodal transportation center and with implementation of Transportation Demand Management ("TDM") measures, a percentage of the trips generated by the residential and commercial components of the proposed development are anticipated to utilize non-auto modes of transportation. TDM measures will include convenient bicycle storage facilities, transit incentives, and resources conducive to teleworking. Furthermore, the developer proposes to reconfigure of the intersection at West Street and Park Avenue and add lane changes and traffic calming. A traffic light will be placed at West and Park and one at W. Broad Street.

Water & Sewer

The City's utility engineer has confirmed that water and sewer service is adequate. The project will greatly improve storm water management with BMPs as the existing development has virtually no storm water management measures.

- c. **The resulting development provides community benefits such as affordable housing, as it is described in Section 38-43 (Section 48-90(2) (c)).**

The developer is proposing a cash payment in lieu of Affordable Dwelling Units.

A commitment to LEED Silver for the Apartment building is provided, and the developer will underground all aerial utilities contiguous to the site depending on costs and availability of easements. The developer proposes to review this in detail with the City to determine what poles can be undergrounded in the immediate area.

- d. **The resulting development contributes to a vibrant, pedestrian-oriented environment both on site and in relation to adjoining properties, with street level activity throughout the day and evening (Section 48-90(2) (d)).**

The current uses at the site are distinctly automobile-oriented, with the majority of the property occupied by their own surface parking lots. The proposed development will move almost all

parking within enclosed structures, which will contribute further to the walkable nature of the area.

The provision of streetscape along the entire development's three sides facing streets will contribute to the vibrant, pedestrian-oriented environment with connectivity to adjacent commercial and park areas. The mix of uses, including restaurants, retail, and other commercial opportunities will provide a balanced commercial center that will generate pedestrian traffic throughout the day and evening. The street level retail uses will be very visible and will encourage customers to enter the area to shop and visit not only this development, but the additional retail located nearby.

- e. The resulting development offers creative use of landscaping, open space and/or parks, public plazas or and walkways connecting to adjoining properties (Section 48-90(2) (e)).**

Three sides of the proposed building will have the attractive "streetscape" design and fixtures, and there will be enhanced connections around the site to nearby businesses, parks, and residences. The area near the W&OD trail will invite pedestrians to ride bikes, rest, talk, sit, eat and simply enjoy the area which includes the soon to be completed West End Park.

A cash contribution is provided. Further, a cash contribution is possible to facilitate the completion of the West End Park.

- f. The resulting development provides a variety of commercial services and uses that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining retail and array of consumable goods (Section 48-90(2)(f)).**

As stated above, the proposed development envisions a hotel as well as a mix of commercial uses. This includes a movie/dinner theater, and retail opportunities in an area that is lacking sufficient quality retail currently. These commercial entities will serve the residential uses within the proposed development, as well as the neighborhood as a whole.

- g. The resulting development encourages local or independent businesses (Section 48-90(2) (g)).**

The retail and restaurant spaces, especially the space along Park Avenue, provide a unique opportunity for local, regional and independent businesses, and the high-quality development will help the area as a whole attract and cultivate local and independent businesses. The smaller retail spaces in the development provides excellent opportunities for local "mom and pop" and incubator businesses.

- h. The resulting development provides for a reduction of single use parking requirements through shared parking Section 48-90(2) (h)).**

As shown in the submitted conceptual plan, the developer is recommending shared parking. The developer will explore with the final parking provided with the City to determine any additional parking reductions are justified based on the characteristics of the property and its proximity to bike ways, as well as several bus lines, will lead to fewer automobile trips. Additionally, metro to the nearest metro rail station is easily available and it is expected that some residents will bike to work (or to a multi-modal transit location for switching to bus or rail), and that the commercial uses will be patronized at least in part by pedestrians and cyclists.

- i. **The resulting development encourages multi-modal transportation through design and other techniques to reduce the reliance on single occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible Section 48-90(2) (i)).**

As discussed, the property is in close proximity to existing bike ways, as well as the Metro Rail station and several bus lines. It is expected that some residents will walk to the Metro Rail station and others will bike to work, and that the commercial uses will be patronized at least in part by pedestrians and cyclists. The design includes attractive and user friendly places for bikes to be parked and stored.

- j. **The resulting development utilizes LEED criteria in the design of the project Section 48-90(2) (j)).**

The proposed apartment development is planned to be LEED Silver certified, and will otherwise be designed using green design principles and elements.

By removing the existing imperious parking lots and implementing a new storm water management plan, the development will greatly reduce storm water runoff in the area. Additionally, the non-residential part of the project will incorporate eco-conscious sustainable elements in the design of the hotel and other commercial spaces.

### **Special Exception for Height Bonus.**

The area of the site to be used for the mixed use project is currently zoned B-3 and B-1, which permit a by-right height of up to 55 feet. The developer proposes the requested development to be a maximum height of 85 feet.

Up to 30 feet of bonus height may be granted if the project is exemplary in terms of conformance to the Primary Criteria 1 and 2 set out above and assists in conformance with Primary Criteria 2 and 3. The amount of new commercial area is more than three times the area of the existing commercial activity. More importantly, the new commercial activity replaces commercial uses which are discouraged by the City's Comprehensive Plan. The net new commercial and retail income is far greater than that of the existing uses and far superior in terms of making the area a desirable play to live, work, and play. Many of the difficult to

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achieve goals of the Comprehensive Plan will be met by the proposed development. For these reasons, this plan is exemplary in its achievement of the primary criteria set out above.

Bonus height may be awarded for certain preferred uses when located on primary street frontage. These uses include outdoor dining, hotel and other uses specifically requested by the City. This development proposes improvements to the W&OD Park, a hotel, offices, a new movie/dinner theater, multiple retail opportunities and outdoor dining and some restaurants possibly with entertainment; all of which are considered preferred uses, justifying a bonus height of 30 feet.

It is important to note here that the first floor retail uses require a ceiling heights ranging from 15 to 24 feet, and that this required ceiling height is a major reason why the bonus is needed. As discussed, the design of this project, and in particular its height, is an exceptional new addition to this part of the City. The project sets a high bar for quality in terms of design, use, and materials, and if the proposed project were to be lowered by 30 feet, the integrity of the design would be greatly compromised, likely making the development infeasible.

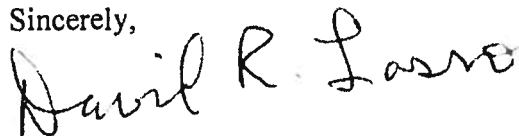
The location and unique physical characteristics of the site make the requested building height appropriate. The property is located in an area that is expected to attract similar developments which will likely reach heights of 85', so that the requested height of 85' in certain locations is not out of the character of the surrounding neighborhood and the expected area as it evolves.

## CONCLUSION

The Spectrum redevelopment at Broad and West fully reflects the City's vision for that area of Falls Church. The project meets or exceeds the primary and secondary criteria used to evaluate the merits of the special exceptions. Therefore, the requested special exceptions for residential use and height bonus at the City's gateway should be granted.

Thank you and the City Staff for its guidance and attentiveness to this project.

Sincerely,

A handwritten signature in black ink that reads "David R. Lasso". The signature is written in a cursive, flowing style.

David R. Lasso

DRL saj  
Enclosures

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April 8, 2015

**VIA HAND DELIVERY**

James Snyder  
Director of Planning and Zoning City of Falls Church  
City Hall  
300 Park Avenue  
Falls Church, VA 22046

Re: Spectrum Development Company LLC Letter of Transmittal and Justification for  
Application for Amendment to Comprehensive Plan at Broad and West Streets (April 8  
RESUBMISSION).

Dear Jim:

Baskin, Jackson & Lasso represents Spectrum Development Company LLC ("Spectrum") which has contracts to purchase the parcels at 919 Park Avenue, 921 Park Avenue, 925 Park Avenue, 212 N. West Street, 110 N. West Street, 934 W. Broad Street, 932 W. Broad Street 922 W. Broad Street, 920 W. Broad Street and 916 West Broad Street (the "Site"). Please accept this Transmittal of and Justification for, an application to amend the City's Comprehensive Plan (and Land Use Map) designation for the site. This letter relates to the April 8, 2015 RESUBMISSION of this Project).

The current use of the site is currently shown on the Map for the parcels at 919, 921, and 925 Park Avenue is "Low Residential" and the remainder of the parcels of the development site are shown as "Business".

Spectrum proposes to change the Future Land Use Map so that the entire site would be "Mixed Use". The April 8 RESUBMISSION responds to the requests of the Community City Staff, Boards and Commissions and City Council to, among other things, provide an improved transitional use and design along Park Avenue. The plans have been revised so that there are retail uses along Park Avenue on the ground level. These retail uses will be designed and marketed to existing tenants in the area of the site and will permit lower rents. There will not be any vehicular access along Park Avenue. One level of parking will be located above this retail such that the height will be about 35' with a setback from Park Avenue of more than 20'. There will be added parking levels above but they will be set back about 9' so as to minimize their appearance. The total height will be about 55', which is lower than the January submission. There were eight levels of parking previously and there was no "step back." Please refer to attached Exhibit; note the "Bulk Plane Angle" exceeds that required in the ordinance for Mixed Use Development ("MUR").

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This RESUBMISSION takes its cue from the by right use in the City's T-1 and T-2 Zoning Districts wherein parking structures are a "by right" use in those transitional districts. This planning principle of using well designed parking structures for commercial/multi-family uses allowed in the "B" districts along West Broad Street can reduce activity along Park Ave and make a pleasing transition to the nearby commercial/multifamily uses. The proposed parking above grade parking structure will be screened in a way as to prevent undue intrusions into the established single family neighborhood along Park Ave.

The structure proposed for Mason Row will is designed to be of high quality materials and to NOT have any vehicular access on Park Ave.

The remainder of the site would be developed as follows:

- A six story mixed use (apartment) building with retail, office and service uses in the ground floor, with 340 rental apartments; the previously proposed 69-unit residential condominium on Park Ave. has been removed.
- A hotel of five floors with retail and service uses in the ground floor and hotel rooms in floors 2 through 6.
- The ground floor of the apartment building (and a portion of the office uses) would have retail uses; such uses would include a movie theater, restaurants, retail shops and service businesses with a mix of local, regional and national brands.
- Cash to support improvements to the existing parkland along the W& OD trail that will provide a connection to the transit and recreational opportunities of the Trail; subject to the approval of the Northern Virginia Regional Park Authority. Cash to the West End Park will be provided.
- Improvements will be provided for bikes, pedestrians and autos will be made that should improve the existing dangers.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site and by recently adding 916 to the site plan of the project, Spectrum has achieved a number of the Goals in the City's Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for

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improvements to storm water management, to energy efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping area, enhances the integrity of the low density residential area by establishing for the long term a "terminus" to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue. (See pages 75Rv through 76Rv of the Comprehensive Plan).

The site's proximity to the W&OD trail provides a unique opportunity to the City to maximize the benefits of that park and transportation amenity. A mixed use development provides the best opportunity to take advantage of this opportunity. The current general "business" uses called for in the Comprehensive Plan would squander the opportunity.

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, residential and service uses.

Spectrum expects that given the increasing amount of retail, and newer/smaller multi-family units, the surrounding area will become more attractive to office users as well. In fact, about 6600 square feet of office use is now provided in the RESUBMISSION. The change in designation from business to mixed use on this site facilitates this dynamic.

While the current designation does accommodate multi-family uses and the City has approved similar mixed use developments in areas designated "Business", Spectrum suggests the more appropriate designation is "Mixed Use" and consequently has applied for such an amendment to the Comprehensive Plan. The City will retain the ability through the special exception process to control the height, massing, uses and overall character of any proposed mixed use project.

The appropriate Application accompanies this letter.

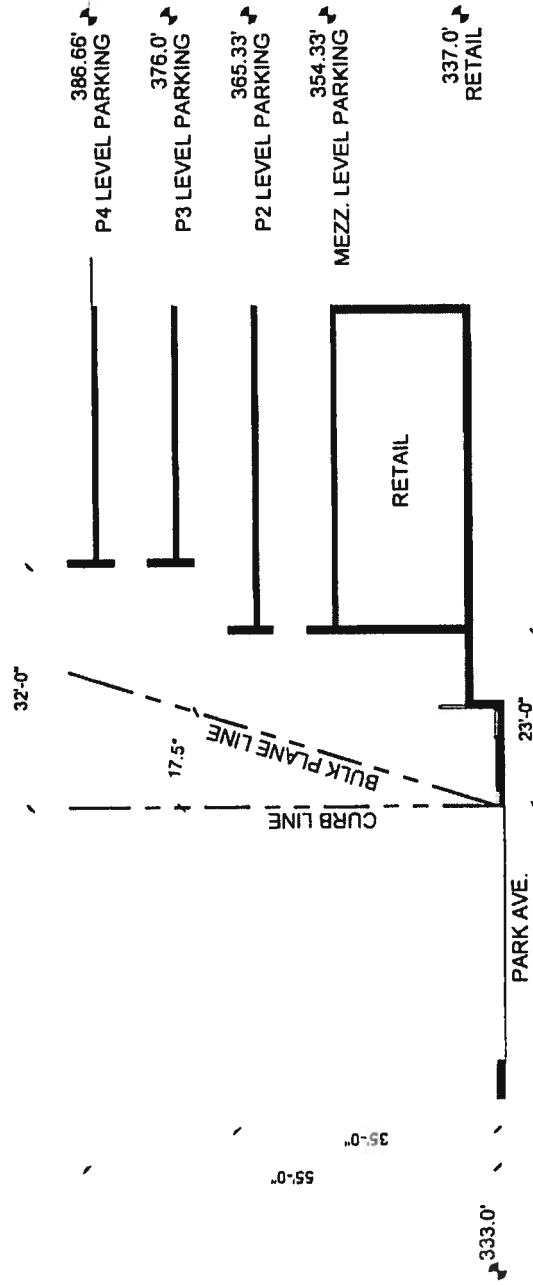
Thank you and the City Staff for its guidance and attentiveness to this project.

Sincerely,

A handwritten signature in dark ink, appearing to read "David R. Lasso". The signature is fluid and cursive, with the first name "David" being the most prominent part.

David R. Lasso

DRL:saj  
Enclosures



HIGHER GRADE SECTION

# FALLS CHURCH MIXED USE PROJECT

GTM PROJECT: 14.0041 NEG of W. Broad St & N. West St

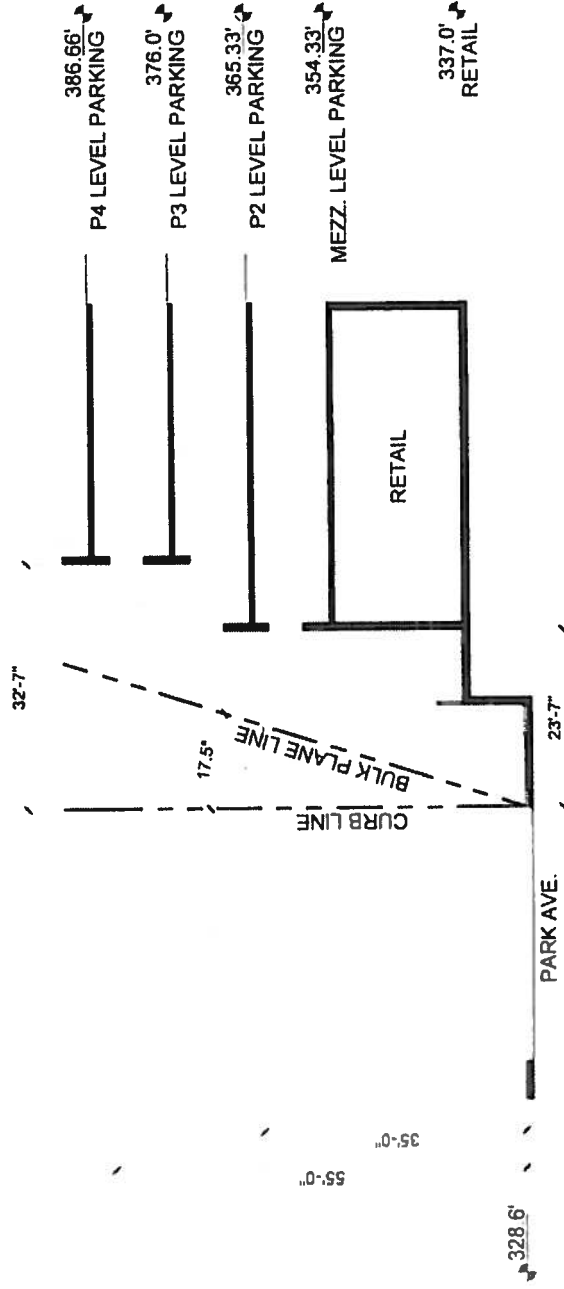
COPYRIGHT 2013, GTM ARCHITECTS, INC.

7735 OLD GEORGETOWN ROAD, SUITE 700, BETHESDA, MD 20814 - TEL: (240) 333-2000 - FAX: (240) 333-2001

GTMARCHITECTS

GTM





LOWEST GRADE SECTION

# FALLS CHURCH MIXED USE PROJECT

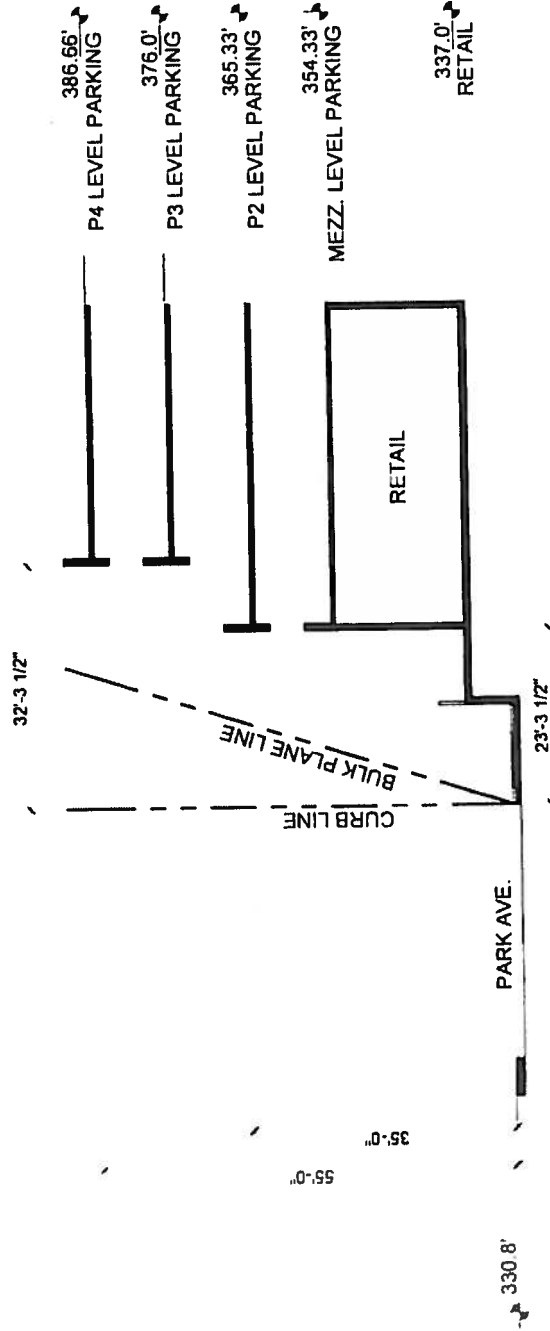
GTM PROJECT: 14 0041 NEC of W. Broad St & N. West St

COPYRIGHT 2013, GTM ARCHITECTS, INC.

7735 OLD GEORGETOWN ROAD, SUITE 700, BETHESDA, MD 20814 - TEL: (240) 333-2000 - FAX: (240) 333-2001

GTM ARCHITECTS

GTM



AVERAGE GRADE SECTION

# FALLS CHURCH MIXED USE PROJECT

GTM PROJECT 14 0041 NEC of W. Broad St & N. West St

COPYRIGHT 2013, GTM ARCHITECTS, INC.

7735 OLD GEORGETOWN ROAD, SUITE 700, BETHESDA, MD 20814 - TEL: (240) 333-2000 - FAX: (240) 333-2001

GTM ARCHITECTS

GTM



Department of Development Services  
 Planning Division  
 Room 300 West  
 300 Park Avenue  
 Falls Church, VA 22046-3332  
 Phone: 703.248.5040  
 Fax: 703.248.5225

**PLANNING DIVISION  
 APPLICATION FORM**

**PROJECT NAME:**

*Submit one form for each type:*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Site Plan                 | <input type="checkbox"/> Special Exception                                 | <input type="checkbox"/> Rezoning                           |
| <input type="checkbox"/> Site Plan Amendment-Major | <input checked="" type="checkbox"/> Comp Plan Amendment                    | <input type="checkbox"/> Interpretation / Planning Director |
| <input type="checkbox"/> Site Plan Amendment-Minor | <input type="checkbox"/> Subdivision, Consolidation or Lot Line Adjustment | <input type="checkbox"/> Zoning Ordinance Text Amendment    |

**PROJECT DESCRIPTION:**

Street Address: Broad and West

RPC #: See Attached

Owner of Record: See Attached

**APPLICANT INFORMATION:**

Applicant: ☐ Owner ☐ Contract Owner ☒ Agent

Name: David R. Lasso

Address: Baskin, Jackson & Lasso, PC

Business Phone: 703-534-3610

301 Park Ave., Falls Church, VA 22046

Cell Phone: 703-801-1608

E-mail: David.Lasso@baskinjakson.com

Fax: 703-536-7315

**PROJECT AND PROPERTY INFORMATION:**

**SITE PLAN**

Current Zoning:

☐ Present Development

☐ Proposed Development

# of New Dwelling Units:

Commercial: \_\_\_\_\_ SF

☐ Mixed Use Development

☐ # Site Plan Waiver(s):

☐ Site Plan Resubmission

☐ Site Plan Amendment

**SUBDIVISION, CONSOLIDATION OR  
 LOT LINE ADJUSTMENT**

Current Zoning:

☐ Present Development

☐ Proposed Development

☐ Subdivision: ☐ SFH ☐ Commercial

☐ Consolidation

☐ Lot Line Adjustment

☐ Preliminary Plat ☐ Final Plat

**COMP PLAN/REZONING OR  
 SPECIAL EXCEPTION**

Current Zoning: R1B, B-1, B-3

Proposed Zoning: B-1

Present Future Land Map

Designation: Low Density Residential and General Business

☐ Present Development

☒ On Street Loading Space  
☒ Proposed Development  
 Mixed Use/Bonus Height

☐ Conditional Rezoning

☐ Other Rezoning

TOTAL SITE AREA: 188,137 SF 4.3152 ACRES

APPLICANT SIGNATURE: David R. Luso  
For Spectrum Development Company, LLC

Applications must be accompanied by corresponding checklists and materials as required.

**FEES:** Fees will be determined by Planning staff after an initial evaluation of the submission. Fees are due at that time, prior to a full review beginning. Fees are paid at the Development Services Counter and may be paid by cash, check, credit card or debit card. Checks should be made out the "The City of Falls Church". Returned checks are subject to fee of up to \$50.00.

<i>Status of real estate and personal property taxes, liens, business license and fees:</i>			
<b>TREASURER:</b>	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe):	
<b>COMM. REV:</b>	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe):	

TOTAL FEE for this application: \$ \_\_\_\_\_

Accepted by: \_\_\_\_\_ MUNIS # \_\_\_\_\_  
*Staff*

The City of Fall Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request.  
Call 703-248-5080 (TTY 711).



Department of Development Services  
 Planning Division  
 Room 300 West  
 300 Park Avenue  
 Falls Church, VA 22046-3332  
 Phone: 703.248.5040  
 Fax: 703.248.5225

**PLANNING DIVISION  
 APPLICATION FORM**

**PROJECT NAME:**

Submit one form for each type:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Site Plan                 | <input type="checkbox"/> Special Exception                                 | <input checked="" type="checkbox"/> Rezoning                |
| <input type="checkbox"/> Site Plan Amendment-Major | <input type="checkbox"/> Comp Plan Amendment                               | <input type="checkbox"/> Interpretation / Planning Director |
| <input type="checkbox"/> Site Plan Amendment-Minor | <input type="checkbox"/> Subdivision, Consolidation or Lot Line Adjustment | <input type="checkbox"/> Zoning Ordinance Text Amendment    |

**PROJECT DESCRIPTION:**

Street Address: Broad and West

RPC #: See Attached

Owner of Record: See Attached

**APPLICANT INFORMATION:**

Applicant: ☐ Owner ☐ Contract Owner ☒ Agent

Name: David R. Lasso

Address: Baskin, Jackson & Lasso, PC

Business Phone: 703-534-3610

301 Park Ave., Falls Church, VA 22046

Cell Phone: 703-801-1608

E-mail: David.Lasso@baskinjakson.com

Fax: 703-536-7315

**PROJECT AND PROPERTY INFORMATION:**

**SITE PLAN**

Current Zoning:

- ☐ Present Development  
☐ Proposed Development  
 # of New Dwelling Units:

Commercial: \_\_\_\_\_ SF

- ☐ Mixed Use Development  
☐ # Site Plan Waiver(s):  
☐ Site Plan Resubmission  
☐ Site Plan Amendment

**SUBDIVISION, CONSOLIDATION OR  
 LOT LINE ADJUSTMENT**

Current Zoning:

- ☐ Present Development  
☐ Proposed Development  
☐ Subdivision: ☐ SFH ☐ Commercial  
☐ Consolidation  
☐ Lot Line Adjustment  
☐ Preliminary Plat ☐ Final Plat

**COMP PLAN/REZONING OR  
 SPECIAL EXCEPTION**

Current Zoning: R1B, B-1, B-3  
 Proposed Zoning: B-1

Present Future Land Map  
 Designation: Low Density  
 Residential and General Business

- ☐ Present Development  
☒ On Street Loading Space  
☒ Proposed Development  
☐ Conditional Rezoning  
☐ Other Rezoning

TOTAL SITE AREA: 188,137 SF 4.3152 ACRES

APPLICANT SIGNATURE: David R. Laro  
For Spectrum Development Company, LLC

Applications must be accompanied by corresponding checklists and materials as required.

**FEES:** Fees will be determined by Planning staff after an initial evaluation of the submission. Fees are due at that time, prior to a full review beginning. Fees are paid at the Development Services Counter and may be paid by cash, check, credit card or debit card. Checks should be made out the "The City of Falls Church". Returned checks are subject to fee of up to \$50.00.

<i>Status of real estate and personal property taxes, liens, business license and fees:</i>			
<b>TREASURER:</b>	<input type="checkbox"/> Current	<input type="checkbox"/> Outstanding (please describe): _____	Initials: _____
	<input type="checkbox"/>	<input type="checkbox"/> Outstanding (please describe): _____	Initials: _____
<b>COMM. REV:</b>	Current		

TOTAL FEE for this application: \$ \_\_\_\_\_

Accepted by: \_\_\_\_\_ MUNIS # \_\_\_\_\_  
*Staff*

The City of Fall Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request.  
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 Planning Division  
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 APPLICATION FORM**

**PROJECT NAME:**

*Submit one form for each type:*

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|--|--|---|
| <input type="checkbox"/> Site Plan                 | <input checked="" type="checkbox"/> Special Exception                      | <input type="checkbox"/> Rezoning                           |
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**Street Address:** Broad and West

**RPC #:** See Attached

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**Name:** David R. Lasso

**Address:** Baskin, Jackson & Lasso, PC

**Business Phone:** 703-534-3610

301 Park Ave., Falls Church, VA 22046

**Cell Phone:** 703-801-1608

**E-mail:** David.Lasso@baskinjackson.com

**Fax:** 703-536-7315

**PROJECT AND PROPERTY INFORMATION:**

**SITE PLAN**

**Current Zoning:**

- ☐ Present Development  
☐ Proposed Development

**# of New Dwelling Units:**

**Commercial:** \_\_\_\_\_ SF

☐ Mixed Use Development

- ☐ # Site Plan Waiver(s):  
☐ Site Plan Resubmission  
☐ Site Plan Amendment

**SUBDIVISION, CONSOLIDATION OR  
 LOT LINE ADJUSTMENT**

**Current Zoning:**

☐ Present Development

☐ Proposed Development

☐ Subdivision: ☐ SFH ☐ Commercial

☐ Consolidation

☐ Lot Line Adjustment

☐ Preliminary Plat ☐ Final Plat

**COMP PLAN/REZONING OR  
 SPECIAL EXCEPTION**

**Current Zoning:** R1B, B-1, B-3  
**Proposed Zoning:** B-1

**Present Future Land Map  
 Designation:** Low Density  
 Residential and General Business

- ☐ Present Development  
☒ On Street Loading Space  
☒ Proposed Development  
☐ Conditional Rezoning

☐ Other Rezoning

**TOTAL SITE AREA:** 188,137 SF 4.3152 ACRES

APPLICANT SIGNATURE: David R. Lano  
For Spectrum Development Company, LLC

Applications must be accompanied by corresponding checklists and materials as required.

**FEES:** Fees will be determined by Planning staff after an initial evaluation of the submission. Fees are due at that time, prior to a full review beginning. Fees are paid at the Development Services Counter and may be paid by cash, check, credit card or debit card. Checks should be made out the "The City of Falls Church". Returned checks are subject to fee of up to \$50.00.

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TREASURER:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe): _____	
COMM. REV:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe): _____	

TOTAL FEE for this application: \$ \_\_\_\_\_

Accepted by: \_\_\_\_\_ MUNIS # \_\_\_\_\_  
*Staff*

The City of Fall Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request.  
Call 703-248-5080 (TTY 711).





Application Number \_\_\_\_\_  
**CITY OF FALLS CHURCH, VIRGINIA**  
**DEVELOPMENT SERVICES DEPARTMENT**  
**PLANNING DIVISION**  
Disclosure Statement

Type or Print in Ink. Complete the following:

1. Description of the real estate affected. List the addresses of all property that is affected by the application. Provide the lot, block, section, and subdivision of all parcels only if the properties have not been subdivided.

Address(es) See Broad and West Parcel Ownership Statement Attached

Lot(s) \_\_\_\_\_ Block(s) \_\_\_\_\_

Section(s) \_\_\_\_\_ Subdivision \_\_\_\_\_

2. Is the owner of said real estate, a corporation whose stock is traded on a national or local stock exchange and having more than five hundred (500) shareholders?

No ☒

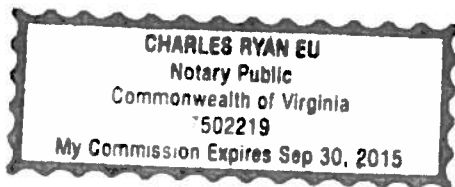
Yes ☐

If "Yes", give the name of the corporation and skip to Item 4.

3. List the names, addresses, and nature of interest of **ALL** persons having equitable ownership of the real estate to be affected, including, in the case of corporate ownership, the names of stockholders, officers, and directors; and of **ALL** real parties of interest.

PARCEL ADDRESS	NAME	ADDRESS	NATURE OF INTEREST
See Attached			

4. I hereby certify that this is a true and accurate disclosure of all persons having equitable ownership real estate to be affected and of all the parties in interest.



Applicant's Signature

Richard P. Buskell  
Managing Partner  
P.O. Box 937

Vienna, Virginia 22183

Applicant's Address

State of Virginia  
County of Fairfax

Subscribed and sworn before me this 11 day of December, 2014.

Notary Public

My Commission Expires 9/30/14

**Mason Row As of January 23, 2015 Parcel Ownership**

PARCEL #	ADDRESS	SQUARE FOOTAGE	ACRES	EXISTING ZONE	PROPOSED ZONE	EXISTING LAND USE	PROPOSED LAND USE	OWNERS
51-202-015	919 PARK AVENUE Lot 3, D.J. BROWN	15,072	0.35	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	NIGEL YATES AND BERNADETTE YATES 919 PARK AVENUE, FALLS CHURCH, VA 22046
51-202-014	921 PARK AVENUE Lot, D.J. BROWN	15,064	0.35	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	TOD W. READ AND JULIA S. READ 921 PARK AVENUE, FALLS CHURCH, VA 22046
51-202-013	925 PARK AVENUE Lot 1, D.J. BROWN	14,570	0.33	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 921 PARK AVENUE, FALLS CHURCH, VA 22046 <sup>1</sup>
51-202-012	212, 212A NORTH WEST STREET Lot 11, ACREAGE PARCEL	9,572	0.22	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 <sup>1</sup>
51-202-011	212, 212A NORTH WEST STREET Lot 3, MINNIE ELLISON	21,000	0.48	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 <sup>1</sup>
51-202-010	110, 112, 112A NORTH WEST STREET Lot 2, MINNIE ELLISON	15,488	0.36	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. RICHARD PETER <sup>1</sup> 212 WEST ST., FALLS CHURCH, VA 22046 <sup>2</sup>
51-202-009	934 WEST BROAD STREET Lot 1, MINNIE ELLISON	19,868	0.46	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS

51-202-028 OUTLOT	928, 930, 932 WEST BROAD STREET Lots 1, 2, and 1A ACREAGE PARCEL	3,843	0.09	B3	B-1	BUSINESS	MIXED USE	CHURCH, VA 22046 <sup>1</sup> WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 <sup>1</sup>
51-202-028	928, 930, 932 WEST BROAD STREET Lots 1, 2, and 1A ACREAGE PARCEL	22,260	.51	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 <sup>1</sup>
51-202-005	922, 924, 926 WEST BROAD STREET Lot 3, ACREAGE PARCEL	16,962	0.39	B1	B-1	BUSINESS	MIXED USE	ATALLA TRUST MIKE N. ATALLA AND SUSIE K. ATALLA, TRUSTEES OF 6926 CONFEDERATE RIDGE LANE, CENTREVILLE, VA 20121 <sup>3</sup>
51-202-004	920 WEST BROAD STREET Lot 4, ACREAGE PARCEL	16,789	0.38	B1	B-1	BUSINESS	MIXED USE	PAJELA NABLAH, ET AL. 5429 MIDDLEBOURNE LANE CENTREVILLE, VA 20120 <sup>4</sup>
52-202-003	916 West Broad Street Lot 5	17,649	.40520	B1	B1	BUSINESS	MIXED USE	RAHEJA, LLC 916 W. BROAD STREET FALLS CHURCH, VA 22046 <sup>5</sup>
TOTAL		188, 137	4.31520					

1 and 2 The beneficiary of the Trust is Shreve Associates, a Limited Partnership. This partnership is comprised of John E. Shreve, Richard S. Shreve, Thomas G. Shreve, Debra Shreve King, Dee Ann Walton, Darlene Penae Shreve, Shane Christopher Shreve and the Estate of William C. Shreve, Jr.

3 Beneficiaries are Mike Atalla, Jimmy Atalla, Louie Atalla, Suzie Atalla, and Nick Atalla

4 Remaining Owners are Massorah Niazy and Esmatullah Niazy

5 Members are Himoni Raheja and Surinder Singh Raheja

Contract Purchaser for all parcels is Spectrum Development LLC, located at P.O. Box 937, Vienna, Virginia 22183. The members are Peter A. Batten (Principal), Richard P. Buskell (President and CEO), and Bobby G. Batten (Principal).

# CONSENT LETTERS

---

November 4th 2013

Richard Buskell  
President  
Spectrum Development, L.L.C.  
1780 Dawson Street  
Vienna, VA 22182

Re: 919 Park Avenue, Falls Church, VA


~~Dear Mr. Buskell:~~

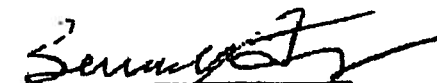
Title to 919 Park Avenue, Falls Church, VA is vested in "Nigel J. Yates and Bernadette Reverie Adams, formerly known as Bernadette Adams Yates, formerly known as Suzanne Bernadette Adams Yates".

The undersigned hereby consent to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 919 Park Avenue, Falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 919 Park Avenue, Falls Church, Virginia as mixed use rather than residential.
3. Rezone a portion of the property at 919 Park Avenue to B-1.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

  
Nigel J. Yates

  
Bernadette R. Adams

November 4. 2013

Richard Buskell  
President  
Spectrum Development, LLC.  
1780 Dawson Street  
Vienna, VA 22182

Re: 921 Park avenue, Falls Church, VA

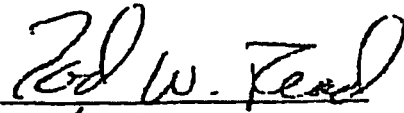
Dear Mr. Buskell:

Title to 921 Park Avenue, Falls Church, VA is vested in "Tod W. and Julia S. Read".

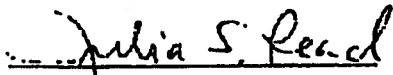
The undersigned hereby consent to the filing by Spectrum Development, LLC. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 921 Park Avenue, falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 921 Park Avenue, Falls Church, Virginia as mixed use rather than residential.
3. Rezone the property at 921 Park Avenue to B-1.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,



Tod W. Read  
Mr.

  
Julia S. Read

November 14, 2013

Richard Buskell  
President  
Spectrum Development, LLC  
1780 Dawson Street  
Vienna, VA 22182

Re: 932 & 934 West Broad Street, Falls Church, VA  
110 & 212 North West Street, Falls Church, VA  
9,000 square feet lot on Park Avenue, Falls Church, Virginia  
925 Park Avenue, Falls Church, Virginia  
928 West Broad, Falls Church, VA  
Dear Mr. Buskell:

Titles to the above captioned real properties are vested in "John E. Shreve, Richard S. Shreve, Thomas G. Shreve and Peter A. Amtson, as Trustees". The Trust address is: 212 North West Street, Falls Church, Virginia 22046.

The sole beneficiary of the Shreve Trust is Shreve Associates, A Limited Partnership.

The Trust hereby consents to the filing by Spectrum Development, LLC. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the above captioned real properties.
2. Change the Comprehensive Plan Future Map to show the above captioned real properties as mixed use rather than low density residential and business.
3. Rezone the property at 925 Park Avenue to B-1
4. Rezone the property at 934 West Broad to B-1.
5. Special Use Permit for a drive through pharmacy.
6. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

TRUSTEES (any three of the below Trustees may act):

 (SEAL)  
John E. Shreve, Trustee

 (SEAL)  
Thomas G. Shreve, Trustee

 (SEAL)  
Richard S. Shreve, Trustee

 (SEAL)  
Peter A. Amtson, Trustee

January 15, 2014

Richard Buskell  
President  
Spectrum Development, L.L.C.  
1780 Dawson Street  
Vienna, VA 22182

Re: 922 West Broad Street, Falls Church, VA

Dear Mr. Buskell:

Title to 922 West Broad Street, Falls Church, VA is vested in "Atalla Trust, Nick Atalla, Trustee". The mailing address used by the title owner for communications regarding the property is \_\_\_\_\_  
11228 NE 67th Street, Kirkland, WA 98033

The beneficiaries of the Atalla Trust are:

Mike Atalla

Suzie Atalla

Jimmy Atalla

Nick Atalla

Louie Atalla

The Undersigned hereby consents to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 922 West Broad Street, Falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 922 West Broad Street Falls Church, Virginia as mixed use rather than commercial.
3. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

 , Trustee

NICK ATALLA



October \_\_, 2013

Richard Buskell  
President  
Spectrum Development, L.L.C.  
1780 Dawson Street  
Vienna, VA 22182

Re: 920 West Broad Street, Falls Church, VA

Dear Mr. Buskell:

Title to 920 West Broad Street, Falls Church, VA is vested in "Nabilah Pajelah, also known of record as Nabilah Pajela, Massorah Niazy, also known of record as Mastoorah Niazy, and Esmatullah Niazy". The mailing address used by the title owners for communications regarding the property is:

8302 Judy Witt Lane Vienna, VA 22182

The Undersigned hereby consent to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 920 West Broad Street, Falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 920 West Broad Street Falls Church, Virginia as mixed use rather than residential.
3. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

  
NABILAH PAJELAH

  
MASSORAH NIAZY

  
ESMATULLAH NIAZY

NEW

October 15, 2014

Richard Buskell  
President  
Spectrum Development, LLC  
1866 Amberwood Manor Court  
Vienna, VA 22182

Re: 916 West Broad Street, Falls Church VA (the "Property")

Dear Mr. Buskell:

Title to 916 West Broad Street, Falls Church, VA is vested in "Raheja, LLC," a Virginia limited liability company. The mailing address used by the title owner for communications regarding the property is 916 W. Broad Street, Falls Church, VA 22046.

The members of Raheja, LLC are:

Surinder Singh Raheja

Himani Raheja

The undersigned hereby consents to the filing by Spectrum Development, LLC of the following applications to the City of Falls Church, Virginia:

1. Special exception to allow Mixed Use Development and construction of buildings in the 900 block of W Broad Street up to a maximum height of 110'.
2. Rezone the property at 916 W. Broad Street, Falls Church, VA to B-2.
3. Change the Comprehensive Plan Future Map to show the property at 916 W. Broad, Falls Church, VA as mixed use rather than commercial.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as 'Mason Row'.

This consent is subject to Raheja, LLC and Spectrum Development, LLC entering into a purchase and sale agreement for the Property and this consent and the above referenced applications may be withdrawn by Raheja, LLC in the event the parties do not enter into such a purchase and sale agreement.

Respectfully Submitted,

Surinder Singh Raheja  
Surinder Singh Raheja  
Member

**Statement Regarding Broad and West Development's Conformance with City's Adopted Comprehensive Plan and Design Guidelines**

A change in the Comprehensive Plan is requested. Please refer to the Transmittal and Justification Letter for the Comprehensive Plan change.

Compliance with the Design Guidelines is also discussed in the Transmittal and Justification Letter for the Special Exceptions.

**STATEMENT THAT MASON ROW (PROPOSED BROAD AND WEST)  
DEVELOPMENT MEETS SPECIAL EXCEPTION CRITERIA FOR  
MIXED-USE AND HEIGHT BONUS**

The proposed development meets the primary and secondary criteria listed in Falls Church City Code ("Code"), Sections 48-90(d) (1) and (d) (2), and the following is a brief summary of the criteria listed in these Code Sections. Please refer to the justification materials and community benefits list for a more complete explanation of the proposed development and how it will benefit both the South Washington Street area and the City of Falls Church as a whole.

1. **Primary Criteria (Section 48-90(1)):**
  - a. **The resulting development conforms to the City's adopted Comprehensive Plan and Design Guidelines (Section 48-90(1) (a)).**

The Comprehensive Plan shows that the property is located in Planning Opportunity Area 3, and the proposed development meets or exceeds the strategies called for in that area:

1. Consolidation of lots to accommodate higher density.
2. Promotion of redevelopment that eliminates stand-alone automobile and light industrial facilities.
3. Improve pedestrian accessibility with controlled cross walks at various locations.
4. Create a consistent design, in terms of building height and design, streetscape improvements, and other aspects of the built environment in the City.
5. Preserve recreational resources in the area.
6. Create development to promote a positive image of the City in an area that has not seen any significant new development in decades.
7. Locate buildings as close to West Broad and West Streets as possible with parking located in the rear or in shared buildings or in structured facilities (in this case covered, surface and underground).
8. Achieve consistent architectural goals.
9. Traffic turn lanes will be added to Broad and West Streets.

Additionally, the Comprehensive Plan's Future Land Use Map designates the property as "business". The text of the comprehensive plan currently points out that while this means the area should be "primarily" recognized as retail or office districts rather than residential, "special exceptions for residential use and height bonuses have also been granted to create mixed use projects in 'business' areas since 2002".

The Comprehensive Plan should be changed to reflect current practice, the City's goals and the changing environment. To do this, an application to change the Comprehensive Plan's designation from Business to "Mixed Use" has been submitted to the City. The Design Guidelines show that the property is located in the West Broad Street Area. As called for in the Guidelines, the proposed development will reflect an urban street front, will provide a consistent identity for the area, increase pedestrian activity, and indicate the high standards of the City. In addition, the proposed development will widen paving at crosswalks, provide a mini-park at the W&OD trail, all of which will work to increase pedestrian and bicycle activity in the area. The site's proximity offers a unique opportunity to finally provide superior connection to the W&OD Trail. The best use to optimize that linkage is mixed use and not office or light industrial uses.

- b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses (Section 48-90(1) (b)).**

Currently, the properties in the site contribute only minimally in tax revenue. All existing properties are served by significant surface parking. The proposed development will remove these largely automobile-oriented and light industrial uses, providing significant net new commercial square footage and allowing for a mix of commercial and residential uses. The proposed development as noted provides substantial new commercial space (more specifically described in the Table in the Concept plan), and uses language desired by the City.

- c. The resulting development produces substantial positive net new commercial and residential revenue to the City (Section 48-90(1) (c)).**

In conjunction with this application, information has been submitted to the City to be inputted into the City's cost/revenue impact model to predict the project's net new revenue, and a report has been received, which is attached separately. As recognized by the Comprehensive Plan, the parcels that make up the property are underutilized currently in terms of their density and use. The proposed development will significantly increase the assessed value of and resultant property tax revenue generated by the property. In addition, by creating a vibrant, attractive western gateway into the City, the development will encourage additional consumers to enter the area and patronize commercial uses throughout the City.

## **2. Secondary Criteria (Section 48-90(2))**

- a. The development is not disproportionate to surrounding land uses and planned land uses in size, bulk or scale (Section 48-90(2) (a)).**

The proposed development is a concrete podium of commercial uses with five floors of office, multi-family and hotel above, with a total height of about 85 feet. The development has the unique aspect of substantial at grade parking for the retail uses hidden behind the retail/service (including a movie theater) and under the residences. The exterior is masonry, and the building is fully consistent with high standards established by the City for prior mixed use projects. The area of the footprint of this project is "low" and the height of the new building will blend well with its environment and set the stage

for future development. Given the high-quality design and construction of the building and its prominent place in the City, a building of this scale is appropriate. The proposed development works in conjunction with existing buildings to further create a dramatic, defined statement of quality for this area of the City. The development is consistent with the discussion in the Comprehensive Plan for this Redevelopment Opportunity Area which calls for significant mixed (multifamily) uses-the area called for this Plan however is committed long term to other uses that conflict with the Plan.

The prior design along Park Avenue has been modified to include retail to be marketed to local and existing businesses. There will be no vehicular access. There is one level of parking above the retails such that the height will be about 35'. There will be additional parking above in decks further set back about 9'. The total height has been reduced from prior designs and will be about 55'.

- b. The resulting development does not overburden the existing community facilities, including the school, transportation and water and sewer systems (Section 48-90(2) (b)).**

#### Transportation

A traffic study has been conducted by Wells and Associates that evaluates the anticipated traffic impacts of the application and provides specific recommendations to mitigate those impacts. That Study has been provided to the Staff. Some revisions to counts will be made to reflect the changes in the retail plan for the site. The application envisions a vibrant mixed-use development that will be sensitive to the transportation concerns of the City. By providing a variety of complementary uses on the same site, the proposed development will encourage self-contained, pedestrian trips. Additionally, due to its location proximate to several bus routes including a future intermodal transportation center and with implementation of Transportation Demand Management ("TDM") measures, a percentage of the trips generated by the residential and commercial components of the proposed development are anticipated to utilize non-auto modes of transportation. TDM measures will include convenient bicycle storage facilities, transit incentives, and resources conducive to teleworking. Furthermore, the developer proposes to reconfigure of the intersection at West Street and Park Avenue and add lane changes and traffic calming. A traffic light will be placed at West and Park and one at W. Broad Street.

#### Water & Sewer

The City's utility engineer has confirmed that water and sewer service is adequate. The project will greatly improve storm water management with BMPs as the existing development has virtually no storm water management measures.

- c. The resulting development provides community benefits such as affordable housing, as it is described in Section 38-43 (Section 48-90(2) (c)).**

The developer is proposing a cash payment in lieu of Affordable Dwelling Units.

A commitment to LEED Silver for the Apartment building is provided, and the developer will underground all aerial utilities contiguous to the site depending on costs and availability of easements. The developer proposes to review this in detail with the City to determine what poles can be undergrounded in the immediate area.

- d. The resulting development contributes to a vibrant, pedestrian-oriented environment both on site and in relation to adjoining properties, with street level activity throughout the day and evening (Section 48-90(2) (d)).**

The current uses at the site are distinctly automobile-oriented, with the majority of the property occupied by their own surface parking lots. The proposed development will move almost all parking within enclosed structures, which will contribute further to the walkable nature of the area.

The provision of streetscape along the entire development's three sides facing streets will contribute to the vibrant, pedestrian-oriented environment with connectivity to adjacent commercial and park areas. The mix of uses, including restaurants, retail, movies, and other commercial opportunities will provide a balanced commercial center that will generate pedestrian traffic throughout the day and evening. The street level retail uses will be very visible and will encourage customers to enter the area to shop and visit not only this development, but the additional retail located nearby.

- e. The resulting development offers creative use of landscaping, open space and/or parks, public plazas or and walkways connecting to adjoining properties (Section 48-90(2) (e)).**

Three sides of the proposed building will have the attractive "streetscape" design and fixtures, and there will be enhanced connections around the site to nearby businesses, parks, and residences. The design of the area near the W&OD trail will invite pedestrians to ride bikes, rest, talk, sit, eat and simply enjoy the area which includes the soon to be completed West End Park.

A cash contribution is provided. Further, a cash contribution is possible to facilitate the completion of the West End Park.

- f. The resulting development provides a variety of commercial services and uses that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining retail and array of consumable goods (Section 48-90(2)(f)).**

As stated above, the proposed development envisions a hotel as well as a mix of commercial uses. This includes a movie/dinner theater, and retail opportunities in an area that is lacking sufficient quality retail currently. These commercial entities will serve the residential uses within the proposed development, as well as the neighborhood as a whole.

- g. The resulting development encourages local or independent businesses (Section 48-90(2) (g)).**

The retail and restaurant space provide a unique opportunity for local, regional and independent businesses, and the high-quality development will help the area as a whole attract and cultivate local and independent businesses. The smaller retail spaces in the development and the spaces along Park Avenue provide excellent opportunities for local “mom and pop” and incubator businesses.

- h. The resulting development provides for a reduction of single use parking requirements through shared parking Section 48-90(2) (h)).**

As shown in the submitted conceptual plan, the developer is recommending shared parking. The developer will explore with the final parking provided with the City to determine any additional parking reductions are justified based on the characteristics of the property and its proximity to bike ways, as well as several bus lines, will lead to fewer automobile trips. Additionally, some residents will bike to work (or to a multi-modal transit location for switching to bus or rail), and the commercial uses will be patronized at least in part by pedestrians and cyclists.

- i. The resulting development encourages multi-modal transportation through design and other techniques to reduce the reliance on single occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible Section 48-90(2) (i)).**

As discussed, the property is in close proximity to existing bike ways, as well as the Metro Rail station and several bus lines. It is expected that some residents will walk to the Metro Rail station and others will bike to work, and that the commercial uses will be patronized at least in part by pedestrians and cyclists. The design includes attractive and user friendly places for bikes to be parked and stored.

- j. The resulting development utilizes LEED criteria in the design of the project Section 48-90(2) (j)).**

The proposed apartment is planned to be LEED Silver certified, and will otherwise be designed using green design principles and elements. By removing the existing imperious parking lots and implementing a new storm water management plan, the development will greatly reduce storm water runoff in the area. Additionally, the non-residential part of the project will incorporate eco-conscious sustainable elements in the design of the hotel and other commercial spaces.



### **Special Exception for Height Bonus.**

The area of the site to be used for the mixed use project is currently zoned B-3 and B-1, which permit a by-right height of up to 55 feet. The developer proposes the requested development to be a maximum height of 85 feet.

Up to 30 feet of bonus height may be granted if the project is exemplary in terms of conformance to the Primary Criteria 1 and 2 set out above and assists in conformance with Primary Criteria 2 and 3. The amount of new commercial area is many times greater than the area of the existing commercial activity. More importantly, the new commercial activity replaces commercial uses which are discouraged by the City's Comprehensive Plan. The net new commercial and retail income is far greater than that of the existing uses and far superior in terms of making the area a desirable place to live, work, and play. Many of the difficult to achieve goals of the Comprehensive Plan will be met by the proposed development. For these reasons, this plan is exemplary in its achievement of the primary criteria set out above.

Bonus height may be awarded for certain preferred uses when located on primary street frontage. These uses include outdoor dining, hotel and other uses specifically requested by the City. This development proposes improvements to the W&OD park, a hotel, offices, a new movie/dinner theater, multiple retail opportunities and outdoor dining and some restaurants possibly with entertainment; all of which are considered preferred uses, justifying a bonus height of 30 feet.

It is important to note here that the first floor retail uses require a ceiling heights ranging from 15 to 24 feet, and that this required ceiling height is a major reason why the bonus is needed. As discussed, the design of this project, and in particular its height, is an exceptional new addition to this part of the City. The project sets a high bar for quality in terms of design, use, and materials, and if the proposed project were to be lowered by 30 feet, the integrity of the design would be greatly compromised, likely making the development infeasible.

The location and unique physical characteristics of the site make the requested building height appropriate. The property is located in an area that is expected to attract similar developments which will likely reach heights of 85', so that the requested height of 85' in certain locations is not out of the character of the surrounding neighborhood and the expected area as it evolves.

## **Statement Regarding West and Broad Streets Development's Impact on Community Facilities, Including Transportation, Schools, and Water and Sewer Systems**

The proposed development will marginally impact all community facilities and it does add students to the school system. Please refer to the Justification letter provided and the concept plan itself, as well as the Fiscal and Analysis provided by the City staff.

However, the development proposed is designed to not only mitigate these impacts, but improve the current situation.

- Improvements to the W&OD Trail are proposed, by way of a cash contributor. The development will include recreational amenities for its residents (pool, exercise and media rooms).
- The intersections at West and Park and West and Grove will be improved significantly with turn lanes and new controls. Please refer to the TIA by Wells and Associates. The number of curb cuts will be reduced substantially and a new "spine road" through the project should improve the current conditions in that immediate area.
- The current users have no storm water management but the proposed development will have BMP's for storm water management and will improve community SWM facilities dramatically. It is also expected the sanitary sewer will improve by eliminating storm water from entering the system, although clearly the overall load to the sewage treatment plan will increase.
- The new development will dramatically improve the streetscape along West Broad, West and Park Avenue.
- The existing users are not energy efficient but the new apartment building will meet LEED Silver standards.
- While some new students will be added, the development will contribute toward capital costs of the school system.
- A cash contribution will be made for Parks.